

Music of Christmas Time 11:00—Grand Organ and Carol Singing. 11:20—Old Carols by Brass Octet. Chimes at Stroke of Noon. 8:15—Grand Organ and Carol Singing	WANAMAKER'S	Store Opens 9 A. M.	WANAMAKER'S	Store Closes 5:30 P. M.	WANAMAKER'S	WEATHER
						Fair

Tomorrow the Tide of Christmas Shopping Will Reach Its Flood

Grandmothers and Grandfathers

If you haven't any old relations, pick out some near friend who can suggest an old lady and an old gentleman for you to adopt

For This Christmas

1918 brings us such a grand Christmas time, and we must celebrate it as never before. The surprise of your unexpected remembrance and the joy given to two old people will be an endowment of pleasure to you for months to come. Do you ask, "How can I do it?"

1. Choose first your two friends of those you know or have seen.
2. If puzzled in choosing, or if unable to decide, ask your Pastor, Rector, Priest or Red Cross worker, Emergency Aid Member or Colonel Holz, of the Salvation Army, Broad and Fairmount Avenue, or, failing in all these, you may feel free to command your friend, the writer, for a name and address, if word is sent in not later than Saturday night, 21st December.

(Signed) *John W. Wainwright*

Dec. 20, 1918.

Almost Daily Re-enforcements in Novelty Fur Coats

A handsome new coat is one of glossy Hudson seal (died muskrat) with collar, cuffs and bands of squirrel in the pretty natural gray. It is \$400.

It would be a joy to possess and wear that lovely beaver coat, quite unadorned, at \$400. It is quite full in the back, belted in the front and has a huge fur collar of the beaver.

A longer coat is the one of pretty taupe nutria, with an un-plucked beaver collar, new and pretty sleeves that are caught in at the cuffs with fur bands, and belted in front. \$400.

Another stunning coat is of Hudson seal (died muskrat) and Kolinsky dyed squirrel. It has collar and cuffs of the brown fur and is a lovely affair. It is \$450.

(Second Floor, Chestnut)

Plenty of Cotton Waists

for the people who are giving useful things. Usually they are white lawn, voile or batiste; a few have touches of color; some are plainly tailored, others tucked and hemstitched; others trimmed with lace and embroidery. Prices \$3 to \$15.

(Third Floor, Central)

Hundreds of Warm Winter Coats for Girls and Young Women—All Much Reduced

Coats for Young Women, \$22.50 and \$25— are of soft wool velours and pretty burella cloths in such fashionable shades as Burgundy, brown, taupe and reindeer. They are in several attractive styles, usually with belts, pockets and large collars. Quite a few have fur collars. All are warmly lined, and all have been considerably more expensive.

14 to 20 year sizes.

Girls' Coats, \$12.75 and \$15

These are of burella cloth, of wool velours, of corduroys and cheviots in blue, brown and reindeer. All are warmly lined, they are made in several pleasing styles and are sometimes trimmed with fur collars. 6 to 14 year sizes.

(Second Floor, Chestnut)

If You Are Wondering What to Get for the Baby—

Just walk through the Infants' Wear Shop—there are suggestions galore on all sides!

There are satin-covered carriage straps to keep him safe if he tries to climb out; there are toilet sets and comb and brush sets—these often hand painted; little brushes, soap boxes, hot-water bags in cases, with hand-painted covers; little boxes and baskets and racks and rattles and holders—a wonderful variety.

And the prices are quite moderate.

(Third Floor, Chestnut)

A Miscellany of Women's Dresses at \$27.50

All of them were much higher in price and some were even twice as much, but they are odds and ends and must be cleared out in a hurry. And ever so many women will like them for Christmas gifts.

There are jerseys and satins, tricotines, Georgette crepes and other materials, some alone and some in combination.

Grays, taupe, navy, black, brown and hunter's green are the colors.

(First Floor, Central)

In the Case of Women Who Seem to Have Everything

The Corset Salons offer some valuable suggestions.

For example, exquisite hand-embroidered corset bags from Japan, \$2.75, \$2.85 and \$3.

Bandeaux, some as low as 50c and 85c. Others made of ribbon and lace at \$1.50; other styles up to \$3.

Garters of plain satin ribbon at 75c and \$1 a pair. Or with tiny ribbon bows, \$1, \$1.50 and \$2.50 a pair.

(Third Floor, Chestnut)

Everybody Wants Gold Jewelry Rest Assured of That

For Women There Are

Bar pins Flower pins Brooches La Vallieres Necklaces	Bracelets Signet rings Earrings Lingerie clasps Sautoirs
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For Men There Are

Watch chains Fobs Charms Match boxes Cigar cutters Cigarette cases	Cuff links Scarf pins Studs Key rings Key chains Pocket knives
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Also hundreds of other gifts for every member of the family, and at prices from the modest to as high as anybody would care to pay.

(Jewelry Store, Chestnut and Thirteenth)

This Way for the Last-Minute Shopper

BOOKS are the answer to nine out of ten of his questions. Does he want something for a Very Particular Person? It's in the Fine Book Corner.

For the dimly infant still in the leaf-tearing stage? Here are linen picture books.

For stirring boys and girls? Try the books of adventure and school stories.

For serious men interested in the world's work? Here are science, history, biography, war books.

For the young student? Here are poetry, humor, fiction.

For the booklover of many years' standing? Here is the whole world of books.

(Book Store, Main Floor, Thirteenth)

Mesh Bags and Other Trinkets—Silver Plated

Welcome feminine gifts—all of them!

Mesh bags, \$7 to \$31.

Mesh purses, \$2.75 to \$8.50.

Powder boxes, 50c to \$1.

Lip salve boxes, 75c and \$1.50.

Locketts, \$2.75.

Vanity cases, \$1.25 to \$5.75.

Yarn holders, 50c.

(Jewelry Store, Chestnut and 13th)

ONE great splendid flower for the corsage or a little bunch of tiny bewitching flowers—either would be a pretty gift for the girl who has much occasion for evening clothes. Find them in the Millinery Salons on the Second Floor, or Grand Court, Main Floor.

ALL the good little boys and girls who want to be in good trim for Christmas should have their hair cut in the Little Children's Salon. (Third Floor, Chestnut.)

LOTS of useful things in the Underclothes Store—wrappers and cotton and silk garments are constantly coming in fresh. (Third Floor, Central.)

SUGGESTIONS from the Shoe Store are warm bed socks at 50c to \$3.75; shoe-polishing brushes at 25c to \$1.50; boot jacks at \$1.50, and boothooks at 85c a pair. Also flexible traveling slippers—a joy forever—at \$2.50 a pair. (Main and First Floors, Market.)

Fashion Says Silks and This Is the Store With the Goods

It is a silk season, not only because fashion has said so, but because Wanamaker's silks have made it so.

The phenomenal selling of Wanamaker's silks for gifts and for personal use this season points unmistakably to one fact, the fact that we have the goods.

And they are being kept fresh and interesting by an inflowing stream of new shipments.

New for tomorrow—a belated shipment of scarce and much-wanted jersey silks, in black-and-white, for shirtings and women's waists and dresses.

\$2.50 a yard in the lighter satin stripes, \$2.60 a yard in heavy satin stripes.

Also another good lot of crepes de chine in every desired shade, 36 inches wide, at \$1.50 a yard.

More new 1919 foulards have come to further enrich our already large assortment, 40 inches wide, \$3 a yard, all in the finer grades.

Plain colored satins are an interesting new arrival priced at \$1.65 and \$2.25 a yard.

(First Floor, Chestnut)

Christmas Gift Neckwear Special at \$1

Fresh, dainty collars, vests and sets of organdie, net, Georgette crepe and satin; some of the pieces are even half price.

Every woman knows that every other woman never has enough pretty neckwearings.

(West Aisle)

Who Doesn't Appreciate a Down Quilt?

It is a gift which appeals to everybody who is human, and that takes in a vast lot of people. We are selling a great many down quilts this Christmas to people who like to give something genuine. Our down quilts are genuinely good.

We make them in our own factory, and we try to have them a bit better than any others.

If you want to give a good, safe, serviceable gift to a home you will be well advised to choose one of them.

Prices begin at \$10 for the kind covered in sateen and go up to \$45 for those in silks and satins.

Real eiderdown quilts, superlatively fine gifts, are \$45 each.

(Sixth Floor, Central)

Specially Priced Honfleur Toilet Goods That You Can Use for Gifts

Just down from the laboratory—and as good as we know how to make them!

Extracts in rose, violet or l'Empire, 35c and 60c bottle; toilet water, 45c and 85c bottle.

Cleansing cream, Youth and Beauty Cream and Skin Cream, each 35c a jar.

Talcum powder, 10c package.

Hair tonic, \$1 bottle.

Bay rum, 50c and 75c bottle.

Lilac and Wistaria Vegetal, 66c bottle.

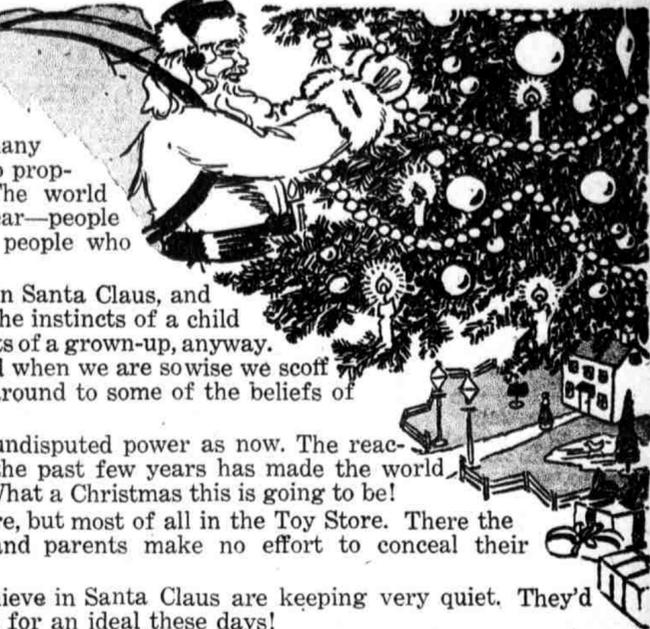
(Main Floor, Chestnut)

This Is an Era of Ideals and Santa Claus Is King in It

THIS is the first Christmas for many a year that there has been no propaganda against Santa Claus. The world is divided into two classes this year—people who believe in Santa Claus and people who aren't say they don't.

Children have always believed in Santa Claus, and Heaven grant they always may. The instincts of a child are often truer than the judgments of a grown-up, anyway.

After passing through that period when we are so wise we scoff at everything, most of us come around to some of the beliefs of childhood.



Santa never ruled with such undisputed power as now. The reaction from the savage realities of the past few years has made the world receptive to beautiful illusions. What a Christmas this is going to be!

You can see it all over the store, but most of all in the Toy Store. There the children fairly dance their joy and parents make no effort to conceal their enthusiasm.

The Bolsheviks who don't believe in Santa Claus are keeping very quiet. They'd better. People are ready to fight for an ideal these days!

Christmas Specials

Glove-Silk Underwear "Seconds" at Special Prices

Over 1800 vests and bloomers in plain pink or white. Nothing better for intimate gifts between women.

Prices, \$1.15, \$1.35, \$1.50, \$1.75, \$1.85, \$2.25, \$4 and \$4.50.

(West Aisle)

One Thousand Umbrellas for Women and Men, \$2.50 Each

Usually the umbrella that you get for \$2.50 these days is all cotton. These umbrellas have covers of lustrous silk-and-cotton (union taffeta), which is both good looking and durable.

They have paragon frames, all sorts of fashionable handles, and there are sizes for women and men.

Uncommonly good at \$2.50.

(Main Floor, Market, and West Aisle)

The Little House

is the precisely right place for people to come to in search of gifts of great distinction for other people whose taste is of the finest. Here are lamps for the table and floor, made of handwrought iron, with touches of red and gold; cabinets of varied beauty, foot-stools, tables, mirrors and many more things than we can mention in our limited space.

(Fifth Floor, Chestnut)

Staple Cotton Goods Are Ever Welcome Gifts

Particularly the good American ginghams, 36c to 75c a yard.

Scotch ginghams, finer in quality, 85c to \$1.25 a yard.

Madras shirtings, striped, 35c to \$1 a yard.

Striped, figured and checked percales, 32c and 40c a yard. In boxes, if you say so.

(First Floor, Chestnut)

What About the Rooms the Children Sleep in?

Is there fresh air there? There must be, for health. It is hard to have fresh air with a draft.

A draft gives cold.

But you can put in a Continental Sanitary Cloth Window Screen and have fresh air without a draft. It lets the air filter in gradually, and keeps out rain, dust, snow and drafts.

50c to 75c—adjustable.

(Fourth Floor, Market)

You Can Find a Gift for Every Motorist

in the Little Shop of Automobile Accessories. It is ready with the most varied stocks of vacuum bottles, carafes, jugs, pitchers and water sets, ranging in price from \$2.50 to \$19.

Leather cases for vacuum bottles are \$4 to \$12.

Lunch cases for use in the automobile are \$12 to \$48.

Spot-lights, \$5 to \$7.50.

(The Gallery, Juniper)

Beluchistan Rugs for Gift-Seekers \$15 Each

About fifty-five pieces are comprised in this recently unbaled group, all of them good-looking and substantial weaves, in a variety of lustrous shades, blue, red, ecrú and tan.

The sizes are approximately 2.6x3.6 feet. Such good gift pieces are bound to disappear quickly.

(Seventh Floor, Central)

Cut Glass Offers a Brilliant Field of Choice

A choice comprising hundreds and hundreds of attractive and useful gift pieces priced all the way from \$1.25 for a nut dish to \$75 for a lemonade bowl.

Look where you will in this collection, you will see gifts of a very acceptable kind. Among the particularly good items are:

Nut dishes, with two handles and three feet, \$3.00.

12-inch vase, \$5.

14-inch vase, \$7.

16-inch vase, \$10.

18-inch vase, \$13.50.

Fern dishes, \$3.50 and \$5.

Berry bowls, \$3.50, \$4.50, \$5 and \$6.

Low berry dishes, \$2.50, \$3.50, \$4, \$5 and \$7.50.

Celery trays, \$2.50, \$3.50, \$3.75 and \$4.50.

Cometes of many kinds, \$2.25 to \$12.

Candy baskets, \$2.50 and \$2.75.

(Fourth Floor, Chestnut)

Christmas Specials

Men's Accordion Ribbed Silk Half Hose at \$1.50 a Pair

1800 pair of fine accordion-ribbed, full-fashioned, fancy thread silk half hose of first quality. A grade that usually sells for \$1 more.

Half a dozen pair would make a fine gift.

(Main Floor, Market)

100 Pair of Blankets at Good Savings

Three new boxes just opened up.

30 pair of the scarce large-size blankets, 78x90 inches, woven of wool with a mixture of cotton, are \$18 and \$20 a pair.

30 pair of mixed wool blankets, 70x84 inches, are now \$15 a pair.

40 pair of crib-size blankets of mixed wool, 42x60 inches, pink and blue borders, \$7.50 a pair.

(Sixth Floor, Central)

Will "Dad" Smile Inside or Out When He Sees His Presents?

You want to see a great, big, sunny grin of pleasure spread over his face, don't you?

But you don't want him to smile inwardly at the inappropriateness of any of his gifts.

You can be sure of a real, honest-to-goodness smile of pleasure if you give him something from the Men's Wear Store.

Silk shirts, \$4 to \$10.

Other shirts, \$1.65 to \$4.

Neckties, 50c to \$3.50.

Silk mufflers, \$3.75 to \$15.

House coats, \$6.50 to \$50.

Dressing gowns, \$15 to \$65.

Sweaters, \$5 to \$25.

(Main Floor, Market)

Fresh Lots of Men's Fur Caps and Collars

There has been so much demand for these things that we have been obliged to re-enforce a stock that we had thought was plenty large enough.

The caps are of cone, muskrat, Hudson seal (died muskrat) and real seal, and are \$7 to \$60.

The collars are of Hudson seal (died muskrat), nutria, muskrat, beaver, otter and Persian lamb, and are \$18 to \$60.

Also a new shipment of men's fine American-made velour hats at \$6 to \$12.

(Main Floor, Market)

The Most Notable New Fashion for Men Is the Town Ulster

The town ulster is a fine, big, warm overcoat, but not so big nor heavy as the storm ulster. It is very smartly styled and is obtaining great favor, especially among young men coming out of the Army.

These coats come in smart, rough worsted and fleeces and in considerable variety of coloring that will appeal especially to young men. These smart ulsters give a swagger and dash to the appearance.

Prices \$30 to \$100.

(Third Floor, Market)

Our Leadership in Leather Goods and Handbags

dates from the time when people learned that the fine fashion merchandise here cost no more than ordinary goods, and that when you did succeed in matching Wanamaker quality elsewhere you usually paid a higher price.

It is true that we have the largest stocks of the most elegant handbags and luggage. But it is equally true that we have the largest stocks of all the moderately priced kinds. And that means that besides having a much greater variety to choose from, you get better value for your money.

The Leather Goods Store is a very busy place these days. There is a gift in it for every one, at any price you have in mind.

(Main Floor, Chestnut)

A Christmas Saving on Every Pair of Shoes in This Sale

A saving that in no case is less than a couple of dollars and runs all the way up to a five-dollar bill.

Well worth while considering at any time, but especially at this time.

You must have new shoes. If you don't need them now you soon will. And here are almost all kinds of shoes for men and women, at prices close to those that prevailed before the war.

Men's shoes at \$4.40, \$4.65 and \$9.

(Main Floor, Market)

Women's shoes at \$3.90, \$4.90 and \$5.90, the first price including evening slippers and tongue pumps.

(First Floor, Market)